



A New Vancouver Art Gallery
Report to Council RTS: 10010
April 23, 2013

Agenda

1. Context and Overview
2. Gallery Presentation
3. City Review
4. City Consultation
5. Peer Review
6. Funding/Encumbrance
7. Planning Considerations
8. Recommendations
9. Fundraising and Timeline
10. Future of Current Site
11. Questions



Jin-me Yoon, *A Group of Sixty Seven*, 1996 from
Visions of British Columbia: A Landscape Manual, 2010

Context

Vancouver's Cultural Economy

GDP/Employment (Stats Can - Metro Vancouver)

- 1 in 13 jobs in Vancouver are in cultural sector (7.7% of total jobs)
- Provincial GDP contribution of arts and recreation sector: \$8.2 billion
- 64% of BC artists and cultural workers live/work in Vancouver
- Vancouver's arts and recreation sector GDP is estimated at \$5.25 billion

Cultural Spending (Hill Strategies, 2008, 2012)

- \$1.8 billion in Vancouver (49% of provincial total)
- Vancouverites' cultural spending was \$795 per capita

Return on Investment (Canadian Arts Database – 106 orgs - 2010-11)

- For every \$1 invested by the City in cultural operating grants
 - \$16.24 is raised from other sources

Context | Cultural Investment Municipal and Provincial

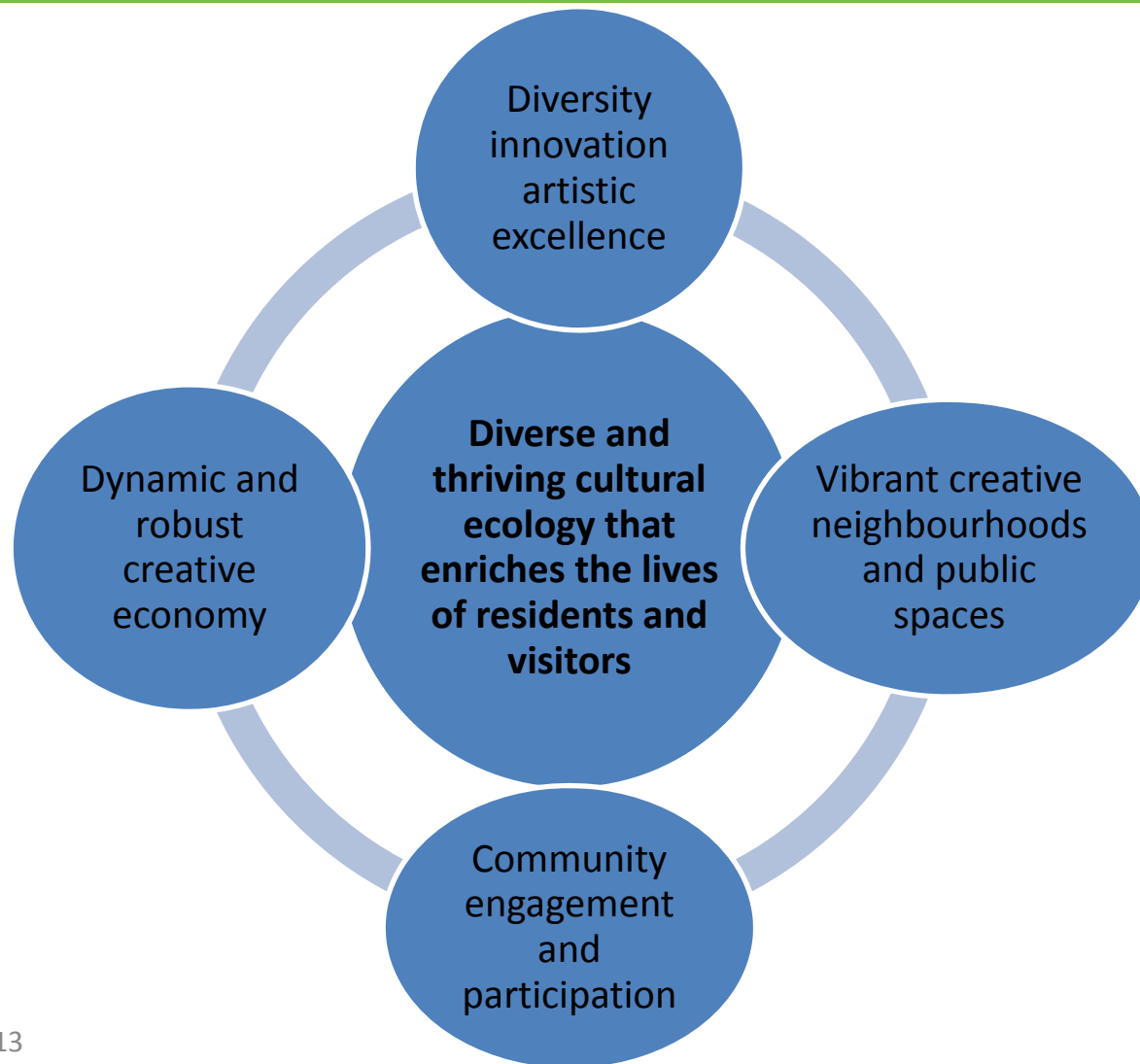
City	Cultural Grants \$ per capita 2009 *
Vancouver	\$28
Ottawa	\$10
Calgary	\$18
Montréal	\$21
Toronto	\$8
5-city average	\$15

Province	Cultural Spending Per Capita (2009- 10)*
Newfoundland and Labrador	\$156
Saskatchewan	\$149
Prince Edward Island	\$129
Quebec	\$125
Manitoba	\$117
New Brunswick	\$107
Alberta	\$102
Nova Scotia	\$102
Ontario	\$63
British Columbia	\$54

Source: Hill Strategies

Context | Culture Plan

Vision and Goals



Context | Culture Plan

Major Initiatives



Overview

Vancouver Art Gallery

VISION

To bring Vancouver to the world and the world to Vancouver

2012 FAST FACTS

- 349,000 total attendance (280,000 at Gallery, 69,000 touring shows)
- 50% tourists
- 35,000 members
- 16 exhibitions, 340 artists, 326 performances, 11 books
- 364 school programs – 39,000 children participating
- 347 volunteers



Lawrence Paul Yuxweluptun,
The Impending Nisg'a' Deal. Last Stand. Chump Change, 1996

Overview

Gallery | Revenue Sources (2011/12)

TOTAL \$13.1 M

CITY: \$2.18 M (17%)

PROV: \$ 0.83 M (6%)

FED: \$0.30 M (2%)

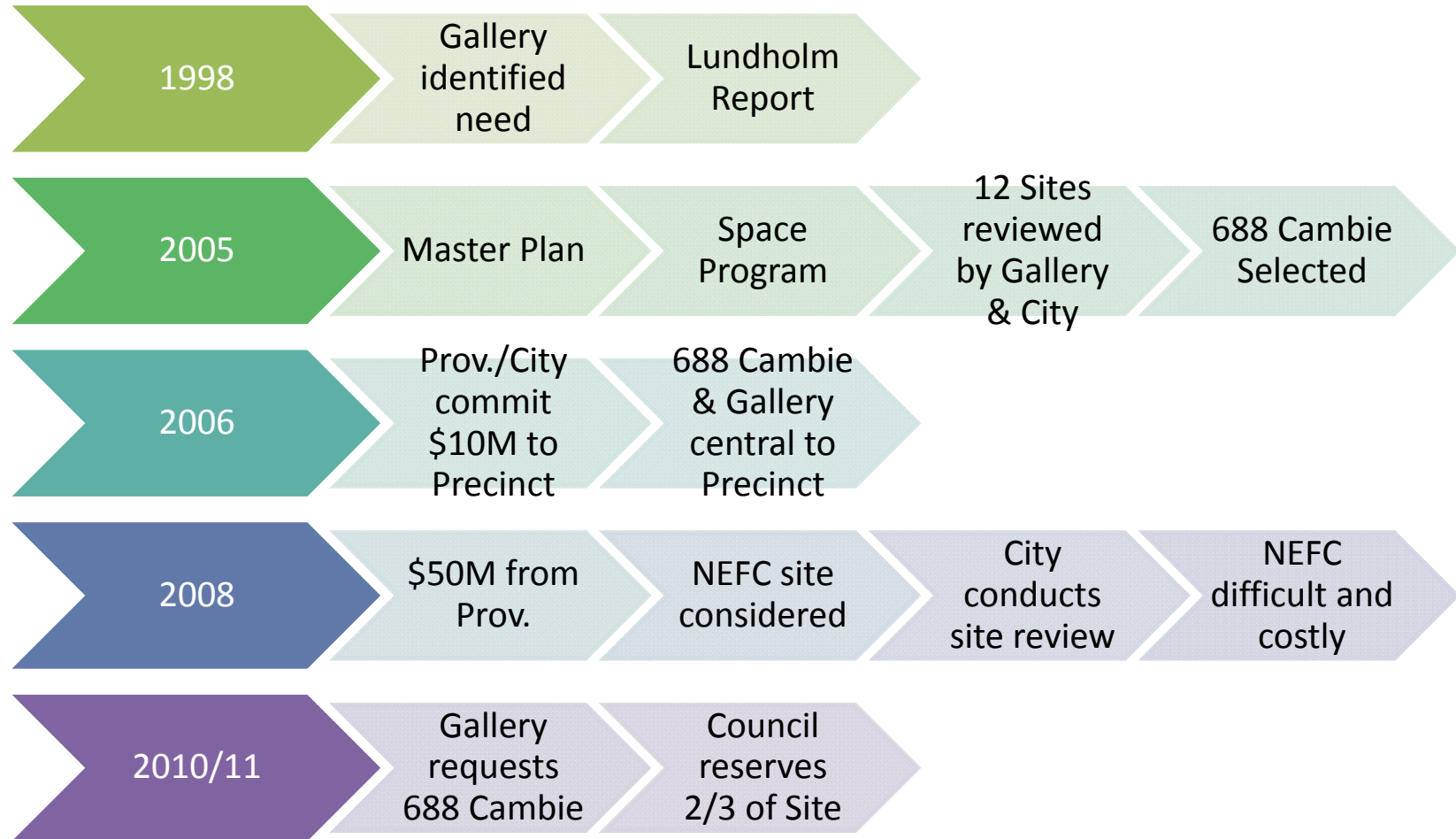
EARNED \$5.17 M (39%)

INVEST 0.26 M(2%)

PRIVATE 4.38 M (33%)

Overview

Background 1998-2011



Overview

New Gallery | Work to Date

Space Use and Programming Strategy

- Frieden, 2011, 3-D modeling, Henriquez, 2012

Economic Impact

- PriceWaterhouseCoopers, 2012

Business Plan and Projections for a New Site and Building

- Lord Cultural Resources, Sept 2012

Fundraising

- ERA 2007, Compton 2008, 2011, Earnscliffe 2012, Ketchum 2012

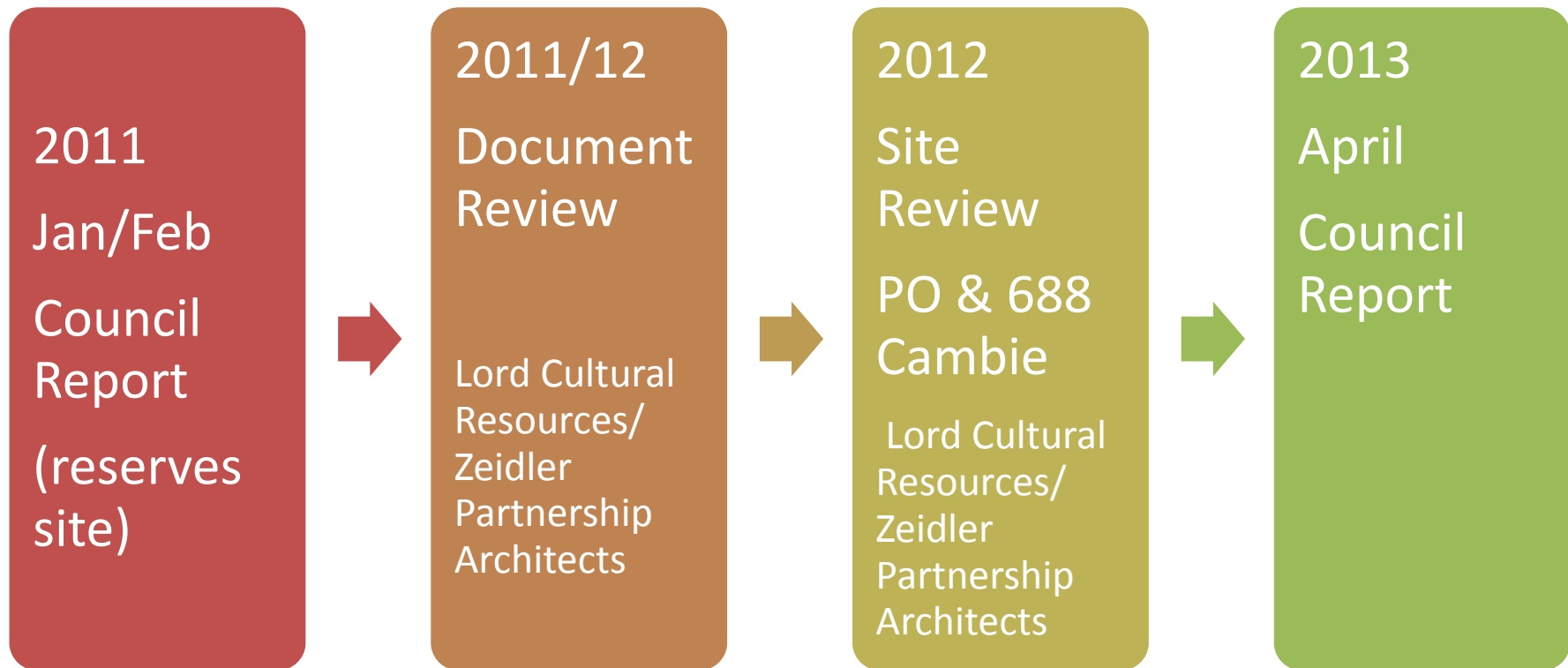
Concept Plan

- Partnerships BC, 2013



Vancouver Art Gallery Presentation

City Review Process 2011-2013



City Review

Summary of Results

2011/12

Document Review

- Foundation work provides due diligence
- Expansion on existing site not viable
- Satellites are inefficient and expensive
- New gallery at 688 Cambie is well positioned to move forward

2012

Site Review Post Office & 688 Cambie

- Space program responds to long term needs
- PO complex, not likely to provide savings
- Cost to purchase building would significantly increase required costs
- 688 Cambie:
 - best meets vision/needs
 - allows City contribution to be land

City Consultation Process



City Consultation 2012 Interviews

Arts Community

- Howard Jang, Arts Club Theatre
- Jim Wright, Vancouver Opera
- Norman Armour, PuSh Festival
- Barb Cole, Othersights
- Scott Watson, Belkin Art Gallery
- Catriona Jeffries, Catriona Jeffries Gallery
- Rob Gloor, Alliance for the Arts and Culture
- Haema Sivanesan, Centre A
- Nigel Prince, Contemporary Art Gallery
- Emily Molnar & Branislav Henselmann, Ballet British Columbia
- Nancy Noble, Museum of Vancouver
- Kathleen Bartels, Vancouver Art Gallery

Business Community

- Charles Gauthier, Downtown Vancouver Business Improvement Association
- Rick Antonson & Paul Sontz, Tourism Vancouver
- Patti Bacchus, Vancouver School Board
- Gordon Hardwick, BC Film Commission
- Bob Rennie, Rennie Marketing Systems, Wing Sang Gallery
- Michael O'Brian, O'Brian Family Foundation

City Consultation

Arts and Policy Council Feedback

Opportunity for new gallery to launch cultural ecology to next level

- Landmark building - distinctly Vancouver
- Reflect who Vancouver is and will become (e.g. young diverse city, connection to Pacific Rim, Coastal First Nations)
- New accessible social space important

Gallery should remain autonomous

- Keep strong vision
- Doesn't have to be all things to all people
- What can the community do for the Gallery?
- Gallery supports local arts network well

Other

- Ensure can operate within financial constraints
- Maintain strong education program, outreach, adults, other languages

City Consultation | Arts and Cultural Community Workshop

Attendees

- Barbara Cole, Executive Director, Other Sights for Artist Projects
- Barrie Mowatt, Founder and President, Van International Sculpture Biennale
- Caitlin Jones, Executive Director, Western Front
- Chris Dikeakos, Artist
- Christopher Gaze, Artistic Director, Bard on the Beach
- Glenn Alteen, Program Director, Grunt
- Haema Sivanesan, Executive Director, Centre A
- Hank Bull, Artist
- Jeff Wall, Artist
- Jonathan Middleton, Director/Curator, Or Gallery & Pacific Association of Artist Run Centres
- Kate Armstrong, Director, ECUAD - Social + Interactive Media (SIM) Centre
- Kathy Gibler, Executive Director, Dr. Sun Yat-Sen Garden & BC Museums Association
- Kim Nguyen, Director, Artspeak Gallery

Attendees

- Landon Mackenzie, Artist
- Myfanwy Macleod, Artist
- Nancy Noble, CEO, Museum of Vancouver
- Norman Armour, Executive Director, PUSH
- Paul Wong, Artist
- Representative, Craft Council of BC
- Reid Shier, Director/Curator, Presentation House
- Rob Gloor, Executive Director, Alliance for Arts and Culture
- Roy Arden, Artist
- Stephen Waddell, Artist
- Steven Tong, Artist
- Toni Yue Zhang McAfee, Chinese Cultural Association
- Liane Davison, Manager, Visual and Community Art, City of Surrey
- Amy Kazymierchuk, Independent Filmmaker and Curator
- Andrew Gruft, Professor Emeritus, UBC Architecture

City Consultation Feedback Summary

Vancouver is at forefront of visual culture internationally

New gallery needed – ongoing exhibition of Vancouver’s collection; new programs

- 688 Cambie seen as ideal site
- Key to launching Vancouver’s long term cultural vision and strategy
- Will enable significant expansion of Vancouver’s “cultural capital” and sustainability
- Will expand the cultural, social and community space in the heart of downtown

City should take a leadership role

- City Council important in leveraging needed significant public and private support

Peer Review

Expert Panel | January 18, 2013

Expert Panel

- Makiko Hara, Curator, International Centre for Contemporary Asian Art, Vancouver
- Candice Hopkins, First Nations Curator, National Gallery, Ottawa
- Marc Mayer, Director, National Gallery, Ottawa
- Paul Schimmel, former Chief Curator, Museum of Contemporary Art, Los Angeles, USA
- Matthew Teitelbaum, Director, Art Gallery of Ontario, Toronto
- Ian Wallace, Artist, Vancouver

Forum

- Liane Davison, Director, Surrey Art Gallery
- Andrew Gruft, UBC School of Architecture
- Amy Kazymierchuk, Curator, Arts and Culture Policy Council
- Gordon Harris, President & CEO, Simon Fraser University Community Trust
- Bob Rennie, Rennie Collection Wing Sang Building

Peer Review Expert Panel | Feedback

BC and Vancouver at forefront of visual culture for over a century

Vancouver's contemporary artists world renown

Gallery successful leader in contemporary art

- Gallery has had enormous business success in:
 - Acquisitions
 - Fundraising
 - Attendance, and attracting young diverse audiences
 - Delivering diverse programming
 - New memberships
 - Positive relationships with local artist

Peer Review Expert Panel | Feedback

New Gallery would better serve artist, residents, tourists, local, regional, national visual art organizations, community engagement and pride

New purpose built Gallery at 688 Cambie best most cost effective sustainable model

Need to identify key expectations, decision points and timelines

New Gallery Funding Construct

Funding Model

- \$150 M – Private fundraising
 - (includes \$50 M more to endowment)
- \$50 M current zoning land value – City
- \$100 M - Provincial
- \$100 M – Federal



Committed

- \$40 M – Private pledges
- \$11 M – Current **Operating Endowment**
- City land commitment pending
- \$50 M – Provincial received

688 Cambie Financial Encumbrance

Civic Theatres upgrades - prior to 2010 Olympic Winter Games

- Major investment in cultural sector
- Loan encumbered to 688 Cambie
- \$40.0 M loan (plus \$10.2 M interest = \$50.2 M)

Council (05/06) : sale of remainder of 688 Cambie be used to pay off Civic Theatres upgrades (if no Fed/Prov funding received)

- **Ultimately, no Federal/Provincial funding was provided**

688 Cambie Planning Considerations

3 Acre Site – divided into 2 parcels

- 1.8 acres required for new Gallery
- Remainder of Site to be sold

Staff explored various Site configurations to combine south portion of Cambie with VAG portion of 688 Cambie site

- Intent to integrate new gallery with QET Plaza
- Maximize value of the remainder of 688 Cambie (~1.2 acres)

Planning Considerations Integration with QET Plaza

Cultural Precinct

- Prominent Georgia Street frontage for Gallery
- Adjacent to CBC, Library, Civic Theatres
- Close to transit

Concept of closing a portion of Cambie to integrate with the Queen Elizabeth Theatre Plaza

- Unified social public space

Planning Considerations

Maximum Value | Remainder of Site

Downtown ODP area C1 (CBD)

- Current zoning: Minimum 7 FSR commercial to meet Metro Core Jobs Strategy
- View Corridor - Building heights limited to ~200'
- Zoning & size of site allows Council to consider residential density to support public benefits (if 7 FSR commercial provided concurrently)

Value of highest and best use of remainder of Site can leverage funds required to pay off loan

Recommendations For Gallery Project Proposal

MOU for a lease on the City owned site at or adjacent to 688 Cambie - 1.8 acres, 99 years – nominal rent inclusive of taxes

- City to pay for environmental remediation

Recommendations For Gallery Project Proposal

Lease conditions

- April 30, 2015 - Major government funding agreements confirmed - Province of BC – additional \$50M; Gov. of Canada: \$100M
- Dec 30, 2015 (or earlier) – Lease & funding agreements approved by Council with issuance of Development Permit - conditional on:
 - Confirmation of 75% of the funding for then current total project budget (~\$350M – includes endowment and all soft and hard costs)
 - Project scope at DP must align with what is described in this report
 - Gallery must raise any additional funds required should costs escalate
 - Arrangement must be in place for vacating current premises
 - Council has discretion to approve later date

Recommendations

Financial | Encumbrance

Proceeds from the future sale and development of the remainder of 688 Cambie

- Pay off the balance of the loan from Capital Financing Fund
- Remaining proceeds for parks and community facilities

Recommendations

Governance | Gallery Board

The Gallery to continue as an arms length non-profit with an autonomous vision.

Mayor to participate as Honorary Board Member

Council to appoint up to two Board members

- Includes a representative on Finance & Audit Committee

Recommendations

Governance | Building Project

City staff represented on Building Committee and Architectural Technical Advisory Committee for a new Gallery

Board of Directors

Architectural Selection Committee

Building Committee

Capital Campaign Committee

Technical Advisory Panel

New Gallery Architect Selection

Technical Advisory Panel

- International call for qualifications
- Shortlist submits proposals
- Team must have AIBC (BC) architect

Architect
Selection
Committee
Makes final
recommendation

Final review
by Gallery
Board

Recommendations

Partnerships and Public Awareness

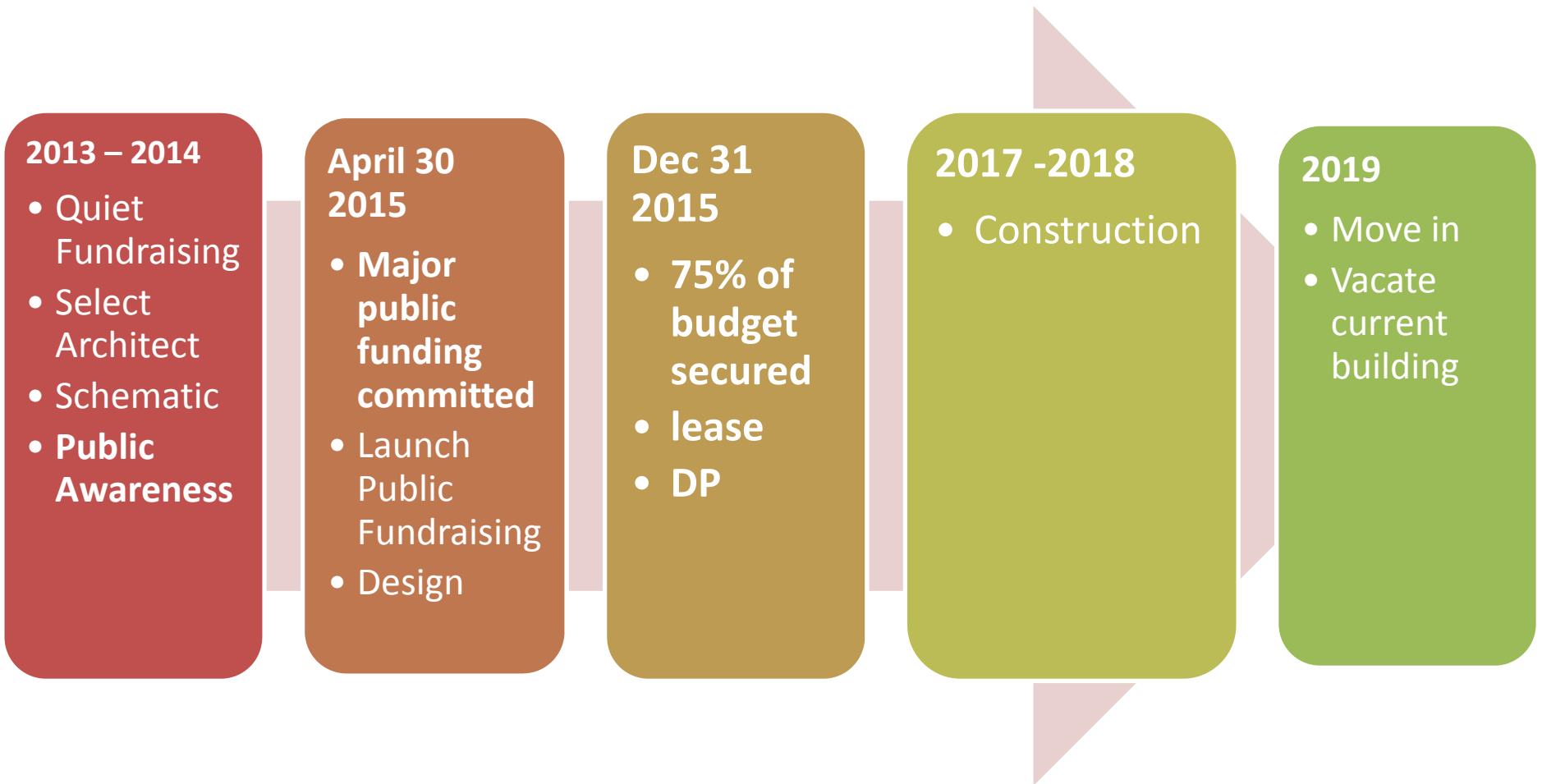
Expand partnerships and programming in consultation with Arts and Policy Council

The Gallery, in consultation with the City, to develop and implement a public awareness strategy on plans for a new Vancouver Art Gallery



Offsite, *Kota Ezowa: Hand Vote, 2012*

New Gallery Timeline



Planning Considerations

Future Use of Existing Gallery Facility

1913 Courthouse designed by Francis Rattenbury

Owned by Province, leased by City (99 years – 70 years left on lease)

Important social gathering place

Public concerns over future use

Council confirmed a desire to retain building for future cultural use

Downtown location important for organizations relying on tourism

Many organizations interested in space

Recommendations

Future Use of Existing Gallery Facility

City to consult with the Province on future cultural use of building

Public consultation on future cultural use

Open public process for proposals



Questions/Discussion



Ian Wallace *At the Crosswalk VIII* 2011 Installation
view / photo Trevor Mills